

Elizabeth Rockey Seidle

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EDUCATION

PENN STATE UNIVERSITY

MPS IN DATA ANALYTICS

Dec 2020 | State College, PA

GRADUATE CERTIFICATE IN APPLIED STATISTICS

May 2021 | State College, PA

BS IN PSYCHOLOGY

BS IN LABOR STUDIES

May 2014 | State College, PA

Schreyer Honors College

LINKS

Github:// [ElizabethSeidle/Portfolio](#)

LinkedIn:// [elizabeth-seidle/](#)

COURSEWORK

GRADUATE

Predictive Analytics

App. Data Mining & Statistical Learning

Data Mining

Data Collection and Cleaning

Analytics Programming in Python

Regression Methods

ANOVA Methods

Applied Statistics

Java Programming

Database Design Concepts

Large-scale Database and Warehouse

Data-Driven Decision Making

SKILLS

TOOLS

Proficient:

Python • R • SQL • SPSS • DAX •

Jupyter • Collab • PowerBI

Familiar:

NoSQL • VBA • SAS • HTML • Java •

AWS • Hadoop • Docker • Latex

TECHNICAL SKILLS

- Data Cleaning and Processing
- Data Visualization
- Exploratory Data Analysis
- Ensemble modeling
- Unsupervised/Clustering methods
- Regression methods
- Classification methods
- Dimensionality Reduction

EXPERIENCE

APPLIED DATA SCIENTIST II | CIVIS ANALYTICS

2021 - Present | Remote

- Use python, R and SQL to perform ETL and build predictive models for clients
- Client-facing data scientist for large media client (Warner Bros. Discovery)
- Media mix marketing (media optimizations) and attribution modeling
- Ad hoc data science work on other media and non-media clients

DATA ANALYTICS CONSULTANT | OUTREACH ANALYTICS AND REPORTING

2019 - 2021 | State College, PA

- Use data analytics and statistical methods to evaluate student success, retention initiatives, and KPIs
- Build PowerBI dashboards

TRAINING GRANT COORDINATOR | STRATEGIC INTERDISCIPLINARY RESEARCH OFFICE

2016 - 2019 | State College, PA

- Data collection, reporting, and visualizations for training grant applications using institutional and national data
- Serve as project manager for large and/or strategic proposal development

SENIOR RESEARCH ASSISTANT AND STUDY COORDINATOR | RELATIONSHIP AND STRESS LAB

2012 - 2016 | State College, PA

PRESENTATIONS AND PUBLICATIONS

2022 | The Advertising Research Foundation's Attribution Analytics Accelerator 2022

Optimizing TV Promotion with Data, a Case Study with Warner Bros. Discovery (Conference Session)

Dornick, C., Kumar, A., Seidenberger, S. Seidle, E., Mukherjee, P. (2021) Analysis of Patterns and Trends in COVID-19 Research, Procedia Computer Science, 185, 302-310. <https://doi.org/10.1016/j.procs.2021.05.032>

2021 | Penn State Data Summit Conference

Power BI - Improved Reporting: How it can work for you (Conference Session)

2021 | Hendrick Best Practices for Adult Learners Conference

Understanding Penn State's Adult Learners Through Data and Dashboards (Conference Session)

2020 | National Symposium on Student Retention Annual Conference

Leveraging Data Visualizations to Expand Awareness Around Student Success (Poster)

2018 | National Organization of Research Development Professionals 10th Annual Conference

Understanding the Name of the Game: Inside a National Science Foundation (NSF) Panel Review (Pre-Conference Workshop)

2017 | National Symposium on Student Retention Annual Conference

Separating the Wheat: Inside a National Science Foundation (NSF) Review Panel (Conference Session)